

Discussion board 3 - research design class



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What is the impact of coalition model program (strategic alliance) on loyalty in the hotel industry? In the current competitive market, maintaining the loyalty of the customers is as equally important as acquiring new customers. Loyalty programs are common phenomena in the hotel industry as a means of retaining customers. Hotel owners usually form partnership with businesses which have good reputation and high customer preference. Such partners include airlines, restaurants, credit companies and rental cars. This has led to creation of value in the business setting (Chathoth and Olsen, 2003). According to Chathoth and Olsen (2003), creation of value from coalition has led to customer loyalty because loyal customers base their decisions on value-creation that results from strategic alliance. Coalition allows customers to operate in a business circle made up of their preferred service providers. Customers who were initially loyal are further motivated because they are able to earn points and benefits from the business coalition. This is because some loyalty programs give visa cards in which customers are able to get rewards for their purchases within the alliance. Loyal customers make more purchases as compared to those who are non-loyal and have low tendencies of shifting to a competitor brand. Therefore, it is advisable for business owners in the hotel industry to apply strategic alliance as a way of maintaining their customer loyalty. Creation of value is the main driving factor behind the success of businesses coalitions thus hotel owners should get to know business partners who are able to appeal and satisfy their customers. When seeking to determine how strategic alliances impact customer loyalty, a specific hotel can be used for case study. Based on the results of a case study, it may always be assumed that under almost similar conditions, the results would apply to other hotels. The choice of

hotel to be used for such a study would have to meet a number of conditions, one of which would be that the hotel would have to be involved with another organization in a strategic alliance. Posting 1 Review The effect of a self-directed learning project undertaken by younger, working women with breast cancer The researcher seeks to review two case studies regarding self directed learning to answer the research question. Considering that the two case studies did not fulfill a need, the researcher rightly proposes to use a case study. The researcher proposes to use data from the previous studies focusing on specific demographic characteristics which is always acceptable when performing case studies. However, case studies are normally specific to entities, something that the researcher does not mention. For example, the case study could be based in a hospital or care centre. The researcher also states that they can apply similar methods used by the two studies to come up with their own result which is also very applicable when dealing with case studies. Posting 2 Review Difference in individual preferences of educational content delivery methods between Baby Boomer and Generation Y members within the Bank of America's executive leadership development program The definitions given on case studies by this post are correct in every sense and are seem to be drawn from authoritative sources. The post is further right in stating that case studies should not only be based on facts but also on theory. The proposal to consider the Bank of America makes the study fit in the definition of a case study in that one specific entity is considered for the research. Furthermore, the researcher defines his/her area of focus during the study, something that helps in limiting the scope of the study as common to every study. Another positive aspect of the posting is in the fact that it gives an idea of why the

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case study should be conducted: the results of the study could be applied to help “ improve overall effectiveness of the (executive development) program”. References Busch, P., Venkitachalam, K. and Richards, D. (2008). “ Generational differences in soft knowledge situations: Status, need for recognition, workplace commitment and idealism.” Knowledge and Process Management. (1), 45-58. Chathoth, K. and Olsen, D.(2003). “ Strategic alliances: a hospitality industry perspective.” International Journal of Hospitality Management, (22) pp 419-434. Rager, K. (2004).“ A thematic analysis of the self-directed learning experiences of 13 breast cancer patients.” International Journal of Lifelong Education. (1) pp 95-109